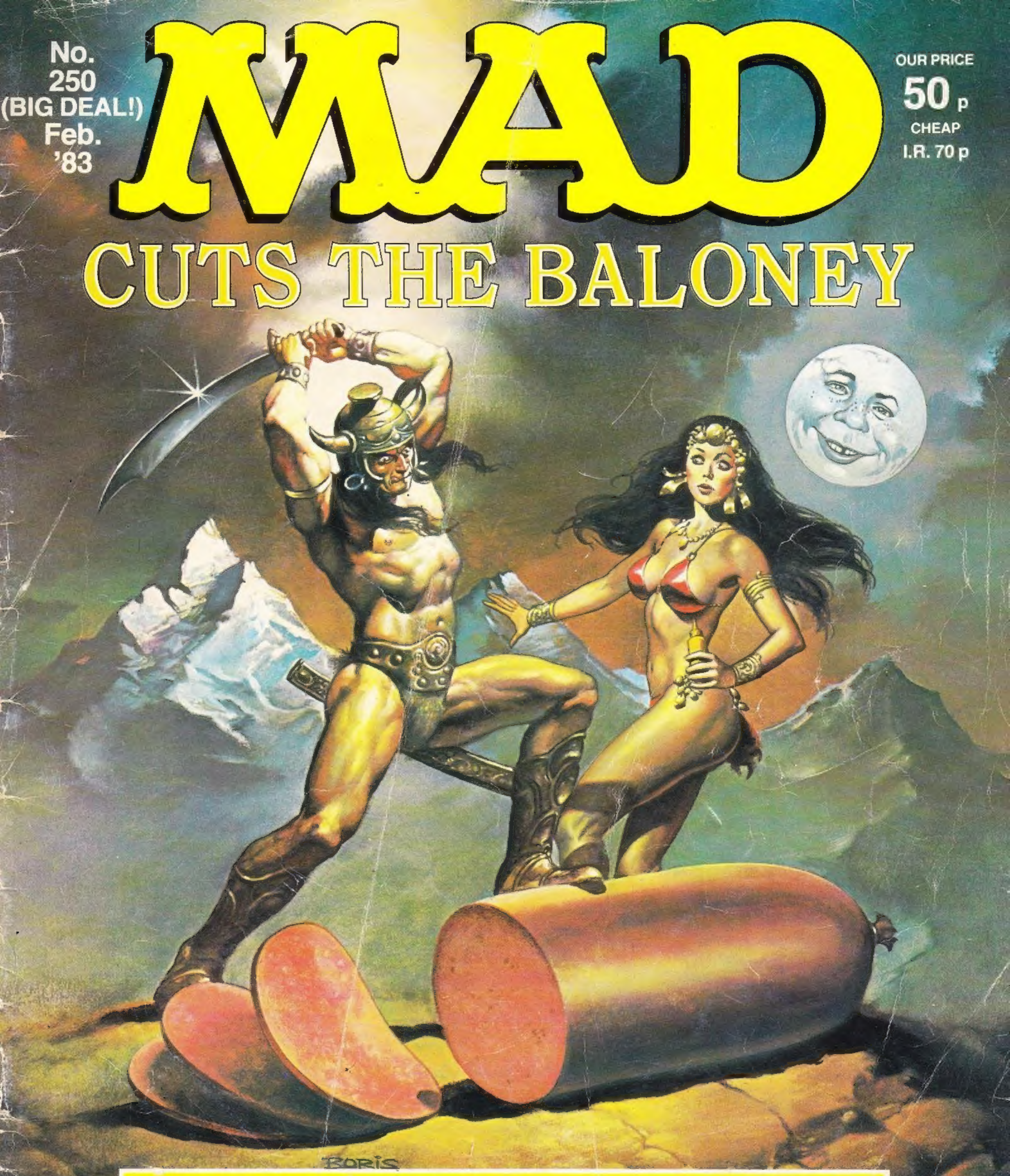
No. 250 (BIG DEAL!) Feb. '83

MAD

OUR PRICE 50 p CHEAP I.R. 70 p

CUTS THE BALONEY



. . . ON IT'S 250th ISSUE AND SERVES UP IT'S OWN VERSIONS OF . . .

CONAN THE BARBARIAN & SUPERMAN 20 & THE FACTS OF LIFE TO TYPICAL BILLS

WHY BATTLE WITH COMMON, VULGAR CLODS AT THE NEWSSTAND FOR YOUR COPY OF MAD...WHEN YOU CAN...

SUBSCRIBE

...AND HAVE IT MAILED DIRECTLY TO YOUR COMMON VULGAR CLOD HOME!

TO: SURON INTERNATIONIAL PUBLICATIONS
44 Hill Street
London W1X 8LB

Dear Madmen,

I enclose £6.30. Please enter my name on your subscriptions list and mail me the next 12 issues of Mad Magazine, commencing with issue No .....

Name .....

Address .....

.....

(Coupon can be copied, offer for U.K. only)

NUMBER 250 FEBRUARY 1983

MAD

NUMBER ONE IN A FIELD OF ONE

"A bank is a place where they'll lend you money—providing you can prove you don't need it"—Alfred E. Newman

William M. Gaines *publisher* Albert B. Feldstein *editor*
Leonard Brenner, Tom Nozkowski *production*
Nick Meglin *senior editor* John Ficarra *associate editor*
Contributing Artists and Writers
the usual gang of idiots

BRITISH EDITION

RON LETCHFORD *publisher and editor*
BABS LETCHFORD *associate editor*
CLIVE CHARLES subscriptions

DEPARTMENTS

ACCOUNTS DECEIVABLE DEPARTMENT
Hidden Costs In Typical Bills 11

ANOTHER SWORDED TALE DEPARTMENT
"Conehead, The Barbiturate" (A MAD Movie Satire) 6

DON MARTIN DEPARTMENT
One Freezing Day In The Cemetary 22
One Happy Day In The Dungeons 28

ERR APPARENT DEPARTMENT
What's Wrong With This Picture Of A Video Game Centre? 20

JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy 14

LETTERS DEPARTMENT
Random Samplings Of Reader Mail 4

MARGINAL THINKING DEPARTMENT
"Drawn-Out Dramas" By Aragones ..... **

POST ROASTIES DEPARTMENT
Commemorative Stamps That Tell It Like It Really Is 18

PREP TALK DEPARTMENT
"The Yaks Of Life" (A MAD TV Show Satire) 29

THE GREATS OF RAP DEPARTMENT
How To Pick Up Girls
... Of Various Types ... In Various Places 15

THE MORE THE MESSIER DEPARTMENT
MAD Looks At The Last Of A Long Line Of Superman 23

**Various Places Around The Magazine

The British edition of MAD is published monthly by Suron International Publications, 44 Hill Street, London W1X 8LB by arrangement with E.C. Publications Inc. New York. The entire contents are copyright and nothing may be reproduced in any way without permission. The names of characters used in all MAD fiction and semi-fiction are fictitious. Any similarity to a living person without satiric purpose is purely coincidental. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts to be accompanied by a stamped and addressed return envelope. Printed in Finland.

VITAL FEATURES

"CONEHEAD, THE BARBITURATE" (Another MAD Movie Satire) Pg.6

HIDDEN COSTS IN TYPICAL BILLS Pg.11

HOW TO PICK UP GIRLS Pg. 15

WHAT'S WRONG AT THE VIDEO CENTRE Pg.20

SUPERMAN 20 (A MAD Look At The Last One—We Think!) Pg.23

"THE YAKS OF LIFE" (A TV Show Satire) Pg.29

WHY KILL YOURSELF?

JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

PLACE A REGULAR ORDER OF

MAD

WITH YOUR NEWSAGENT!

Dear Mr. Newsagent,

Please reserve/deliver a copy of MAD Magazine each month until further notice.

Name .....

Address.....

.....

.....

.....

Mr. Newsagent, if you have difficulties in obtaining supplies of MAD please contact the Distributors: Moore Harness Ltd., Norman Road, Thurmaston, Leicester.

LETTERS DEPT.

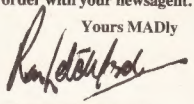
MAD MAIL

We've made it! Our 250th issue and still going strong. In spite of economic recessions and Mrs. Thatcher etc. we still seem to be as popular as ever. We now look forward to our Silver Jubilee in 1984. And while we're on the subject, we should have mentioned before that our friends in the U.S.A. celebrated their 30th year of publishing MAD last October. We offer our belated congratulations to all of them over there.

As for us, what better way to celebrate our 250th issue than by having Don Martin take a look at Conan The Barbarian in his own inimitable way. Plus another contribution from Dave Stoten and Neil Bailey who this month takes a futuristic look at superman.

Next month we're bringing you another blockbuster from Spielberg . . . "E.T." plus of course, our usual garbage and the following month we finally get around to "Star Trek II" and "Annie" so just make sure of your copy by placing a regular order with your newsagent.

Yours MADly



"NOW STARRING"

Dear Mad,

The October issue of MAD Magazine has become one of the most widely read publications in our Washington and New York offices because one panel (in "Now Starring At The White House") has Senator D'Amato wondering aloud to Senator Moynihan just how many Commandments are left after Reagan budget cuts. Having grown up on MAD, it's great to see that it continues to offer its very funny, and often very accurate view of life.
Gary Lewis
Director of Communications
Sen. D'Amato's office
Washington D.C.

Dear Mad,

I was extremely upset with your article "Now Starring At The White House." What's going on with you guys? Stay out of political satire and pick on something we can all laugh at, like Jane Fonda and Red Kennedy.
Alex Rodalakis
Worcester

INSANITY CLAWS

Dear Mad,

Enclosed is one more use for Live Lobsters.
Kevin Roberts
Newton

A TIMELESS COVER

Dear Mad,

I was delighted to see the change in format in MAD 246. It reminded me of the "old days" when MAD had some of its first issues disguised as racing-track forms, school notebooks etc. I hope this trend continues, at least from "Time" to "Time".
George G. Snowden
Greenwich

Dear Mad,

Being a regular buyer of "TIME" magazine I was astonished to find when I got home from my visit to my local newsagent that I had bought MAD and not "TIME". Having read it, you'll be pleased to know I've cancelled my order for "TIME"!
Derek Thoms
Birmingham

You're obviously the type of reader we seem to attract—they can't read!

RED FACES DEPARTMENT

Dear Mad,

Hey, what happened on your Vital Features section in MAD 246? Dave Berg's illustration just doesn't look right alongside the Ten Commandments!
Terry Jones
Swansea

Sorry, this one's down to us! We now added another Commandment to our list—"Thou shalt not mix up illustrations on the contents page"

Dear Mad,

As President of the Wigan Society For The Preservation of Lobsters I really must object to your feature on our fine docile friends. Kindly stop this type of feature at once!
Reg Downham
Wingan

Dear Mad,

In my opinion your last issue showed im-pac-able taste.
Charlie Cowan
Kingwood

A Live Lobster Attack: Has Pac-Man Met His Match?

A BOOK FULL OF

GAGS!

MAINLY DECAUSE...

WE'RE SICKENED...
by the revolting quality of movies and TV shows!

WE'RE RETCHING...
over the unsavory political antics in Washington!

WE'RE NAUSEATED...
by the stomach-turning tactics of Madison Ave.!

AND WE'RE GETTING IT OUT OF OUR SYSTEM WITH THESE REGURGITATED CLASSICS AS

MAD BARFS

...and you double over with the belly laughs!

On Sale Now At Your Favorite Bookstand, Or Yours By Mail

£1.50

MAD Paperback Books in stock!

DON MARTIN

Digs Deeper
Drops 13 Stories
Steps Out
Steps Further Out
Comes On Strong
Cooks Up More Tales
Carries On
Forges Ahead
Bounces Back
Grinds Ahead
Mad Adventures of Capt. Klutz

ARAGONES

Mad As A Hatter
Mad Marginals
Viva Mad

DAVE BERG

Looks Listens & Laughs

AL JAFFEE

Snappy Answers
More Snappy Answers
Still More Snappy Answers
Good Lord Not More Snappy Answers
Freaks Out

PROHIAS

5th Spy Vs Spy

PLUS

MAD Make Out Book
MAD Around The World
The Sound Of MAD
The MAD Worry Book
The MAD Book Of Mysteries
The MAD Survival Book
The MAD Guide To Fraud & Deception
The MAD Guide To Self-Improvement
MAD's Bisaare Bazaar
MAD Carnival
3 Ring MAD

SPECIAL OFFER: Any four of the above titles sent by post for £3.50.
Single copies £1 each (includes postage).

Free Back Issues !!

Yes you can free all these back issues from our storeroom by sending us 40p (inc. P & P) for each one you want.

Please give alternative selections when ordering in case some of the issues are out of stock at the time of placing the order.

195 The Deep
207 Heaven Can Wait
211 Body Snatchers & Lord Of The Rings
213 Vague-$
215 The Alien
216 Moonraker
217 Rocky II
218 Calamityville Horror
219 Apocolypse Now
220 Academy Awards For Dating
222 Benson
223 Crymore Vs Crymore & A Crock Of Crockford
224 Being There
225 The Dukes Of Hazzard
226 The Empire Strikes Back & The Coal Miners Daughter
227 Queezy
228 The Shining
229 Undressed To Kill
230 More Efficient Government
231 Dallas & Ordinary People
232 The Professionals
233 Hart To Hart
234 Popeye & Altered States
235 Superman II
236 The Elephant Man
237 The Ultimate Horror Movie
238 Raiders Of The Lost Ark
239 Outland
240 For Your Eyes Only
241 Video Games
242 The Man Behind Pop
243 Hill Street Blues
244 Academy Awards
245 The Great American Hero
246 Now Starring At The White House
247 The Brawl Guy
248 M*U*S*H

MAD Disco Special £1.75

Send cheque or postal order to:
SURON INTERNATIONAL PUBLICATIONS
44 Hill Street
London W1X 8LB

It's a real bind... having your copies of MAD floating around with nowhere to go...

Why not invest in one of our MAD Binders. Each binder will hold 12 issues of MAD and will add a touch of class to your fine examples of total rubbish which we publish each month. They have a simulated leather finish in Red with a Gold blocked MAD along the spine.

£3.50 (INC VAT)
PLUS 50p postage

Send cheque or postal order to:
SURON INTERNATIONAL PUBLICATIONS
44 Hill Street
London W1X 8LB

ANOTHER SWORDED TALE DEPT.

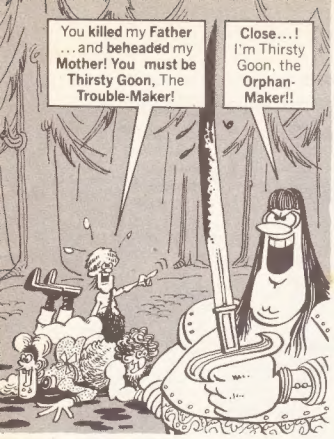
Before Atlantis and the rise of the Sons of Aries and the Daughters of Zeus and the Ladies of Avon... before the Tissues of Charmin and the Weekends of Michelob, there was a warrior who lived in the Golden Age of Boredom, B.C. (Before Charisma) called:

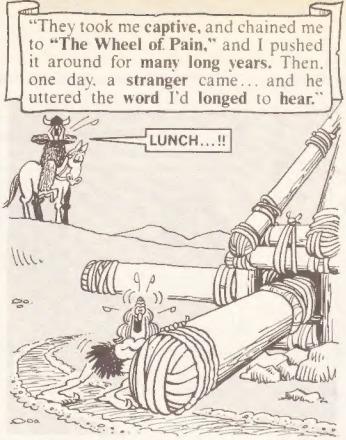
CONEHEAD

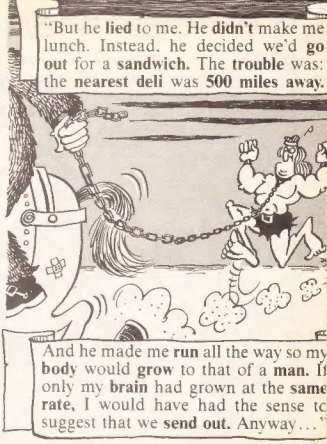
THE BARBITUATE

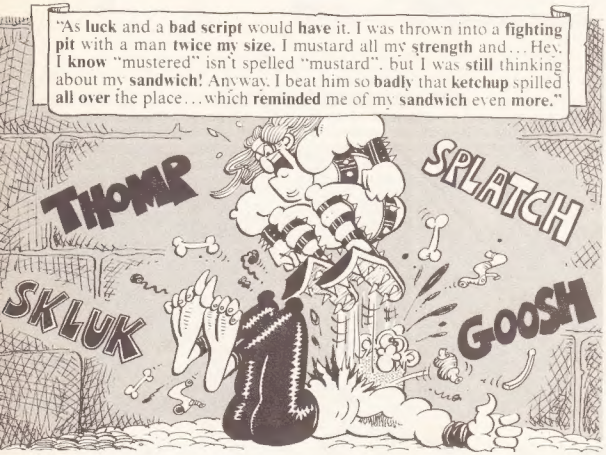
ARTIST: DON MARTIN WRITER: DICK DE BARTOLO

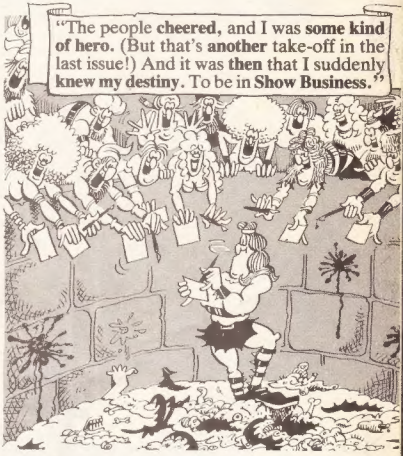
Sun, moon, stars, wind, fire, pollution... these come from the **Sky God!** But **YOUR God,** Conehead, **your God** lives here on **Earth!** And from **him** comes **this**... the secret of **STEEL!**
That's **IT?!?** That's **ALL?!?** **My** God sounds like a **CRUMB!!**
CRUMB!! Indeed, that is his **name!** You **learn fast,** Conehead! Crumb inspired me to create **this**... the **greatest work** of my **life!** A **sword** that is not only **sharp**... but has **TWO EDGES** for **extra closeness**... and a **head** that **swivels!** I'm **thousands of years ahead** of my **time!**
All I have to do is stamp it **"Made In Taiwan"**... and my **mission** in life will be **over!**
Put your **trust** in **STEEL,** Son! Put your **trust** in **THE SWORD!**
What can I trust **STEEL** and **THE SWORD** to **do??**
Trust it to get us all **KILLED,** Conehead, because here comes **another Barbiturate horde** to **do JUST THAT!**
DAD'S HAMMER

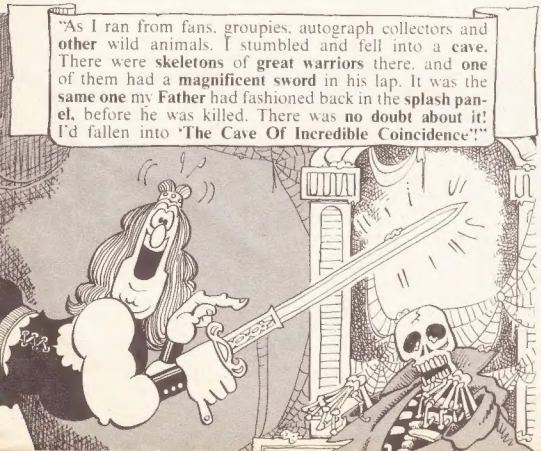

You killed my Father ...and beheaded my Mother! You must be Thirsty Goon, The Trouble-Maker!
Close...! I'm Thirsty Goon, the Orphan-Maker!!

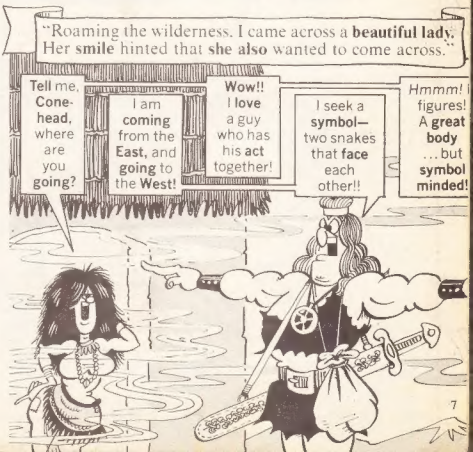

"They took me captive, and chained me to "The Wheel of Pain," and I pushed it around for many long years. Then, one day, a stranger came... and he uttered the word I'd longed to hear."
LUNCH...!!


"But he lied to me. He didn't make me lunch. Instead, he decided we'd go out for a sandwich. The trouble was: the nearest deli was 500 miles away.
And he made me run all the way so my body would grow to that of a man. If only my brain had grown at the same rate, I would have had the sense to suggest that we send out. Anyway..."


"As luck and a bad script would have it, I was thrown into a fighting pit with a man twice my size. I mustard all my strength and... Hey, I know "mustered" isn't spelled "mustard", but I was still thinking about my sandwich! Anyway, I beat him so badly that ketchup spilled all over the place...which reminded me of my sandwich even more."
THOMP
SPLATCH
SKLUK
GOOSH


"The people cheered, and I was some kind of hero. (But that's another take-off in the last issue!) And it was then that I suddenly knew my destiny. To be in Show Business."


"As I ran from fans, groupies, autograph collectors and other wild animals, I stumbled and fell into a cave. There were skeletons of great warriors there, and one of them had a magnificent sword in his lap. It was the same one my Father had fashioned back in the splash panel, before he was killed. There was no doubt about it! I'd fallen into "The Cave Of Incredible Coincidence"!"


"Roaming the wilderness, I came across a beautiful lady. Her smile hinted that she also wanted to come across."
Tell me, Cone-head, where are you going?
I am coming from the East, and going to the West!
Wow!! I love a guy who has his act together!
I seek a symbol— two snakes that face each other!!
Hmmm! figures! A great body ...but symbol minded!

This is how I **make love!** By **biting** and **scratching** and **screaming** and **swearing!** And **that's** just the **FOREPLAY!**

Why can't you just have a **headache,** like **other** women?!?

"It was **cold** in her hut, so lacking a **log,** I threw **her** on the **fire** instead."

Boy! Tell a **Barbiturate** he "**sets you on fire,**" and he takes you **literally!**

I'll tell you **one** thing! When this woman **smokes after sex—** she **REALLY smokes after sex!**

FWIZZISH

FOOSH

"Outside the woman's hut, I met **Subtotal,** and he took me to a **city** where I had my **first taste of 'civilization'."**

Well, you've had **Kentucky Fried Lizard,** a **Big Mastodon, Burro King, Rhino Bell** and **Raskin-Bobbin's Flavor of the Month, Spider Swirl!** Are you ready to **leave civilization** yet...?

Just as soon as I get some **postcards!**

"But just as we were **leaving,** we met a **beautiful woman."**

I am **Malaria, Queen of the Thieves!** Do you know what **lies** beyond this **wall?!?**

No, **tell** us!

Horrendous things! Things even **more horrendous** than **our acting!**

Impossible!

Inconceivable!

"We sneaked into the castle, and **luck** was **with us.** All five thousand guards were **looking the other way!** And I **stole** the **most precious jewel** in the **entire world**..."

We **got** it, Subtotal! We got **The Eye Of The Serpent!!**

Er—the **EYE** of the serpent is **no problem,** Cone! It's the **REST** of the snake you better **worry** about!

"I'd studied the secrets of **combat** for **years** with the **masters.** I could cut off a man's **arm** or his **leg** in **seconds.** But... so help me, Crumb, I couldn't find **one arm** or **one leg** anywhere on that huge thing! I even looked for a **groin** I could kick!"

Where did they **GET** this thing?

They used it on a **tremendous hook** as **bait** to catch the **great white shark** for "**Jaws**"!

CHONK CHONK CHONK

SKAPLUNK

SKLIZZORCH!

"Once outside **'The Tower Of The Serpent,'** we **reveled** in our **success**...until we were **captured** by **King Osick of Zadora."**

That fiend, **Thirsty Goon,** has my **Daughter** in his **power!** I **want** you to get her **back!**

Just her **back?!** What about her **front** and **sides?**

You are **lucky** your **sword** is **sharp,** Cone ...because your **brain** couldn't be **duller!**

"I rode off alone to get all four sides of the King's daughter. Outside **'The Tower Of Power,'** I strangled a **very small priest** and changed quickly into his robe."

Hmmm! It **fits perfectly!** Thank goodness everyone in this movie wears the **same size clothing!**

May the ways of **Set** be **your** ways, Pilgrim!

Thanks, but I'm **already** set in my ways!

"My **welcome** inside 'The Tower Of Power' was **less** than **cordial."**

How did you ever see through my **clever disguise??**

The **glasses, fake nose** and **moustache** were **convincing** enough, but if you were a **REAL priest,** your **squirting flower** would have been filled with **"Holy Water"**...not just plain **"Well Water"!!** Rexall, **crucify him!!**

"I was **nailed** to **'The Tree Of Woe'.** The **sun blazed,** the **temperature** was over **110°,** my **skin blistered** and **burned,** and **hungry vultures** circled overhead."

Somehow, I have this **nagging feeling** that this just **isn't** going to be **my day!**

"But **Subtotal saved me** and brought me to an **old Wizard."**

Wizard, you **said** you would call upon the **Gods** to heal Conehead, but what are those **strange symbols** you are marking all over his **head** and **body**...?

Part numbers, so the Gods can **bill me** for whatever they **replace!**

Look at hose strange, **eerie, luminescent figures swirling** and **dancing** around Conehead's **body...!!** Are they trying to **take** him to the **GODS?**

No, they're trying to take him to **COURT!** Those are the **exact special effects Lucas** and **Spielberg** used in their **"Raiders Of The Lost Ark"!!**

Look at you, Conehead! A **few panels ago,** you were at **death's door!** And **now,** you've **wrecked half a castle,** and **slaughtered 50 guards!**

It's my **zest** for **LIFE** that keeps me going!

Cone, you're **unbelievable!**

If you think **I'M** unbelievable, take a good look **behind** us at **Thirsty Goon!** He's using **SNAKES** for **ARROWS!!**

TWONG

Thirsty, **why** are you using **SNAKES** for **ARROWS?**

I'm **doing** just what you **told** me to do! You said, **"Kill them** with boa arrows"!

Thirsty, sweetheart, you **misunderstood me!** I said **"Kill them** with your **BOW N' ARROWS!"**

GING GING

"We **kidnapped** the Daughter of King Osick, and **escaped** from **'The Tower Of Power'.** But **Malaria didn't make it.** She was **killed** by one of Thirsty Goon's **snake-arrows.** So we built a **huge fire** and **burned** her **remains."**

Thirsty Doom will see the **smoke** from the **funeral pyre** and **come** with his **soldiers!** There will be a **big battle!** And the **Gods,** who are so **wise,** will **watch** us!

Yes... but will they **join** us??

No! That is **why** they are so **wise!**

Crumb, I have **never prayed** to you before! But **now,** I ask **one little favor!** Grant me **victory** over **unbelievable odds,** and let the **movie audience,** for a moment, **swallow** the **absurdity** that **three people** with **swords** on **foot** can overcome an **army** with **swords** on **horseback!**

This is for my **Father**... and **this** is for my **Mother** ...and **this** is for my **uncle Max**... and **this** is for my **Aunt Sophie**... and **this** is for my **Cousin Zelda**...

Too bad for **US** he had such a **big family!**

TZANG

TZONG

TZOONG

TZWANG

You **can't kill me,** Conehead! I have given you **reason** to **live!** I am the **light** in your **eye**... the **love** in your **heart** ...the **hope** in your **soul!**

You are **also** the **pain** in my **tush!**

So **DIE...!!**

Conehead! You **idiot!** This **isn't** what I had in **mind** when I **predicted** that you'd **GET AHEAD** in this world!

"I **returned** King Osick's Daughter **to** him, and my friends and I **continued** on our **adventures.** Much **honor** was heaped upon me along with **many more bad scripts,** and in time I became a **King** by my **own hand**... but that is yet **another 'Soon To Be Released Motion Picture— Coming To A Theater Of Woe Near You'**... if **this** bomb makes **enough money!**

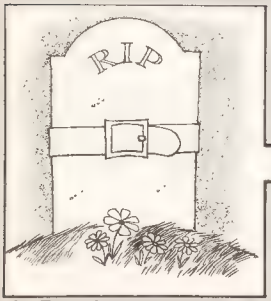
NUDIST CAMP

When you get a bill, are you aware that there are lots of "hidden charges" buried in it? What's that? Oh, you never pay your bills! Well, if you did pay your bills, would you like to discover how much those hidden charges would be costing you? No? Okay, skip to the next article! As for the rest of you suckers out there who might still be paying them, let's look and see just how much money goes to defray the . . .

HIDDEN CHARGES

IN TYPICAL BILLS

ARTIST: BOB CLARKE WRITER: STAN HART



18p Burial Fee to "The Belt Cemetary," where belts from coats and dresses are sent to their final resting places instead of being returned with garments after dry cleaning.

Bernie The Tailor

LAUNDRY AND DRY CLEANING

Dry Cleaning.....	7.95
Laundry.....	6.32
Alterations.....	7.50
TOTAL	21.77

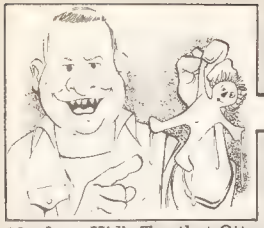
WHEN BRINGING IN CLOTHES, PLEASE REMOVE EVERYTHING FROM YOUR POCKETS! (We do it from clothes you're wearing!)

34p towards Engineering Costs to perfect perfect interlocking wire hangers that resist all efforts to untangle them.

6p for Electricity to power a special Static Electricity Generator that injects static electricity into all clothes that are dry cleaned, making them stick fast to everything.

82p Legal Fees for answering charges of false and misleading advertising such as "In by 9, Out by 5," "Quality Dry Cleaning," "We Do Professional alterations" and "Service With a Smile."

12p for Special Claim Ticket Paper that dissolves without a trace upon contact with the inside of handbag or pocket.

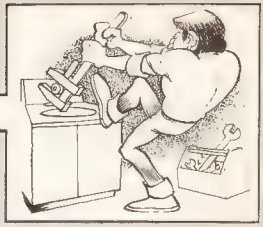


29p for a Kid's Toy that Otto will claim was the cause of the £199.75 repair job...when actually a stock floater (£1.50) was all that was responsible.

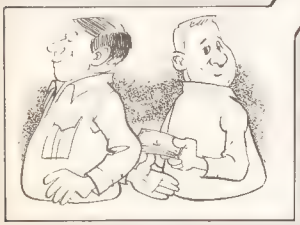
OTTO PLUNGER & SONS
FIRST CLASS PLUMBING

"YOUR STUFFED TOILET IS OUR BREAD AND BUTTER!"

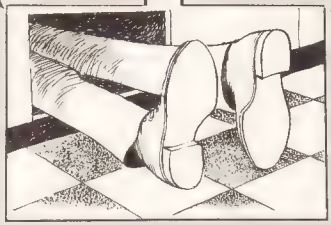
Fixing Overflowing Toilet	67.50
Unclogging Clogged Drain	17.00
Replacing Faulty Faucets	115.25
TOTAL	199.75



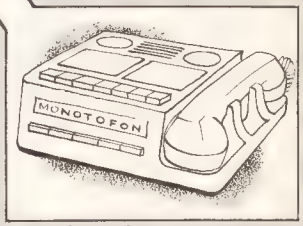
£18.00 to hire a Weightlifter to tighten all valves, faucets bolts and nuts so it is impossible to budge them if you ever try to fix them yourself.



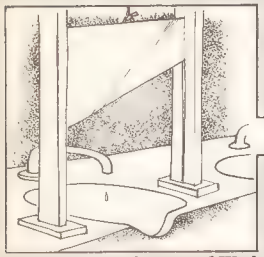
£1.75 for a Kickback Fund payable to Apartment House Doorkeepers who recommend Otto for some totally unnecessary jobs.



£5.75 for pair of Dummy Legs to make it look like Otto's working under sink when he's actually back in the truck reading a mens' magazine or sleeping.



77p for a Telephone Answering Machine that always tells each caller the exact same message . . . "Otto will be right over!"



97p for Customed-Designed Wash Basins that mangle customers' necks when getting shampooed

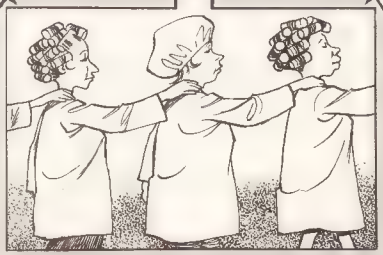
SALON DE MARVIN

"A Beautiful Person For The Beautiful People"

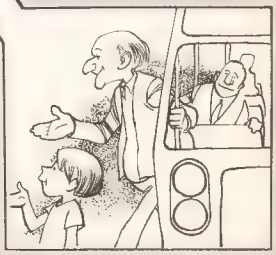
Cut	25.00
Set	15.00
TOTAL	40.00

£1.75 for Window Cleaning, so people can see into salon and laugh at how idiotic you look.

£5.00 for Rental of Tank Truck and Dump Site for disposing of toxic liquids used on hair.



£2.25 for Rental of Used Smocks from The Women's House of Detention to make customers look like escaped convicts.



£2.50 for Bus Fares for transporting members of the owner's family to salon to get tipped.

£11.00 for a Squad of Midgets to test the food served to see that the portions are adequate.

BRITISH-AMERICAN AIRLINES

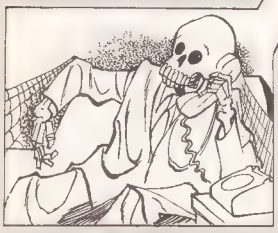
"Fly The Crowded Skies Of British-American"

INVOICE

London To New York £320.00

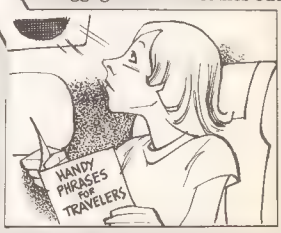
CHECK IN AT LEAST 2 HOURS BEFORE FLIGHT TIME TO INSURE GETTING YOUR SEAT! WE OVER-BOOK!

£6.50 for Care and Feeding of Gorillas who jump up and down on luggage before it comes out.

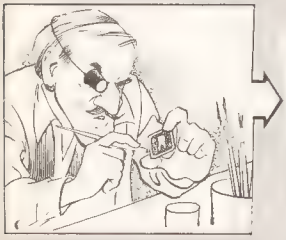


£1.25 for Special Answering Machine Units that put callers for reservations on "Hold" for the rest of their natural lives.

£7.98 for a Sensing Device that alerts the pilot to make an announcement over the plane's public address system as soon as you manage to finally doze off.



£3.85 for a Sound Engineer to fix the speakers so you cannot understand anything that's said over the public address system.



£5.00 for a Retoucher to make your X-rays show that all previous dental work you ever had will eventually cause trouble.

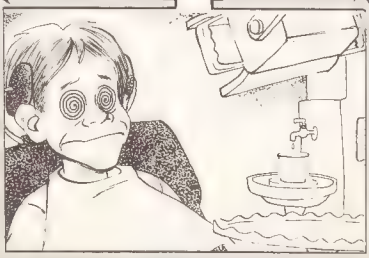
LEONARD HOEGLMEIR, D.D.S.

4 Fillings.....	80.00
Root Canal Work.....	375.00
Cleaning.....	45.00
TOTAL	500.00

"Working From Hand To Mouth To Fulfill You"

£12.00 for Tuition for course in Current Dull Events so Dentist can make boring conversation while you're in his chair.

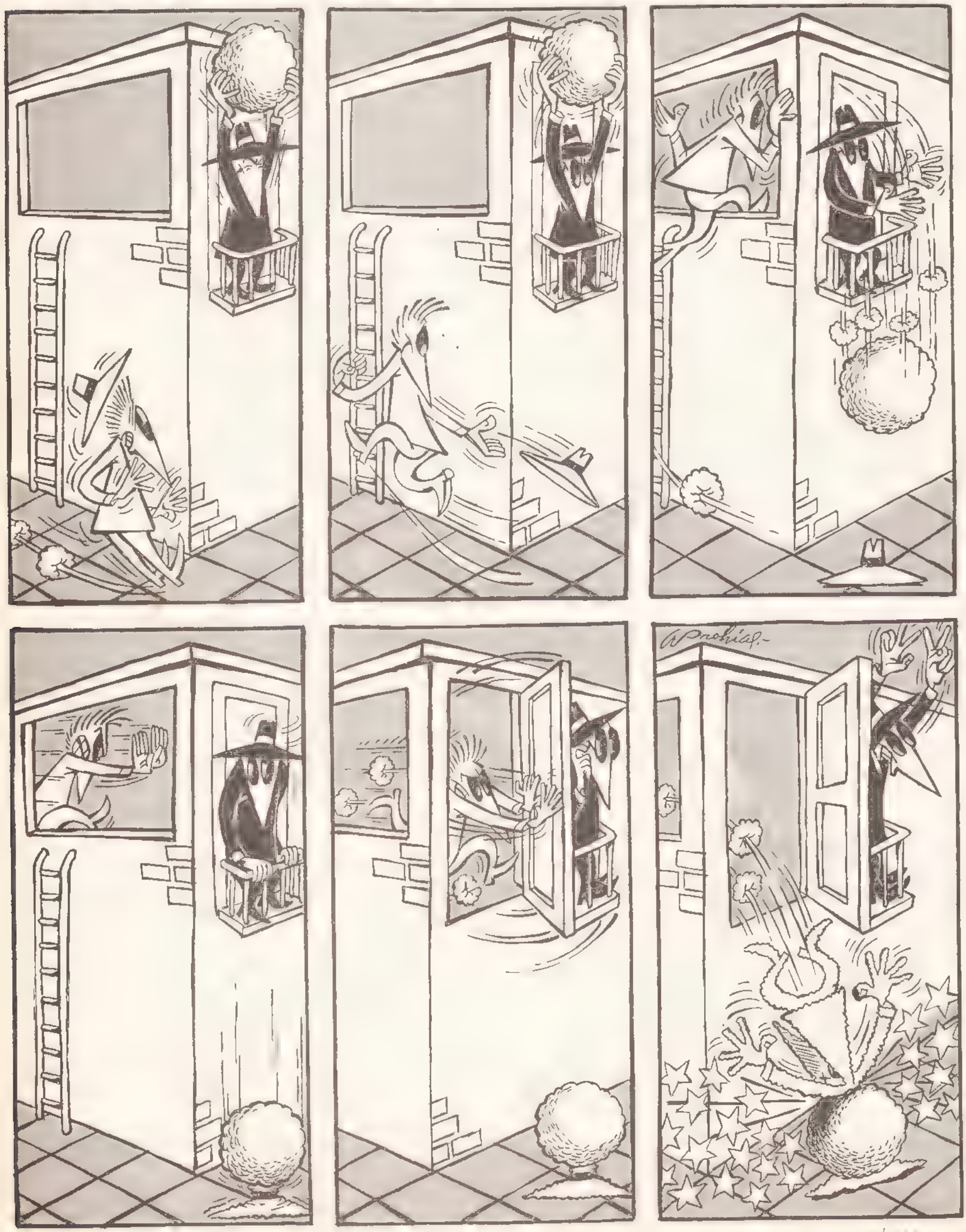
64p for coating cotton rolls with teflon so they won't absorb the saliva you generate.



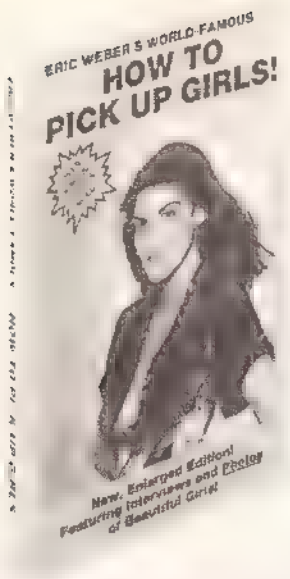
£5.98 for Special Homing Device that focuses the Dentist's light into your eyes no matter how you try to avoid it.

74p for Electricity to freeze the water in the water spray, and the air in the air spray.

SPY vs SPY



THE GREATS OF RAP DEPT.



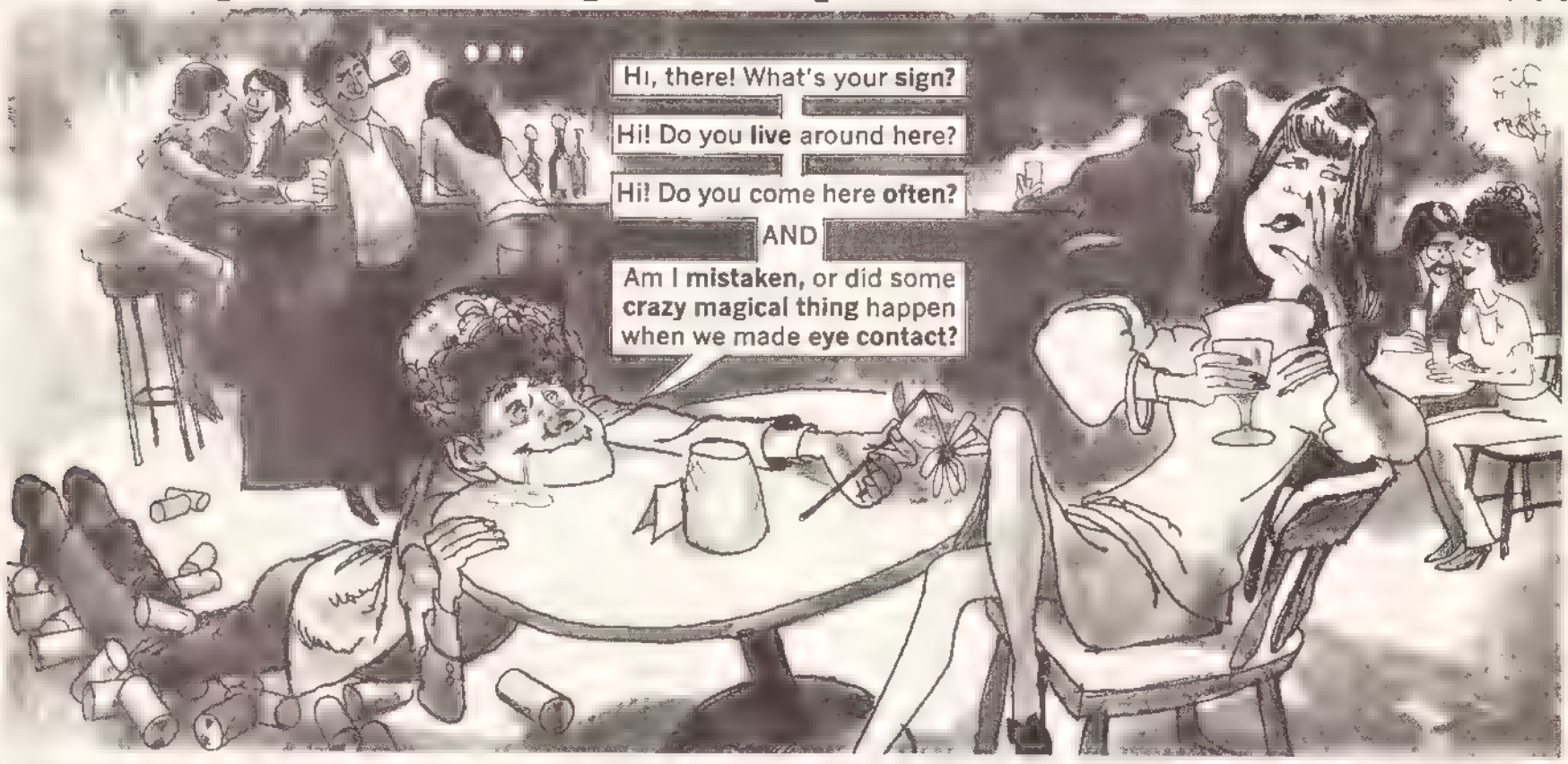
One of the best-selling "underground" books in recent years is something called "How To Pick Up Girls!" It gives frustrated, lusty guys hints on how to approach girls, and supplies them with some sure-fire opening pick-up lines. Well, the trouble with these pick-up lines is: they're much too "general." All girls are not alike! They come from different places, from different social and cultural backgrounds. We think you should hit on girls with lines that specifically appeal to each of them. In other words, you gotta talk their language. Here, then, are some MAD hints on—

HOW TO PICK UP GIRLS

OF VARIOUS TYPES...IN VARIOUS PLACES

ARTIST: SANDY KOSSIN WRITER: ARNIE KOGEN

A general note for you beginners: There are certain pick-up lines that absolutely do not work anywhere any more in the 1980's! These are . . .


Hi, there! What's your sign?
Hi! Do you live around here?
Hi! Do you come here often?
AND
Am I mistaken, or did some crazy magical thing happen when we made eye contact?

Okay, now that you know what NOT to say, here are some sure-fire MAD pick-up lines that you can use in some specific situations: Mainly . . .

HERE'S HOW TO PICK UP...

. . . A SQUARE, WHOLESOME, TOTALLY DECENT, TWIN-SET TYPE FROM THE COUNTIES . . .

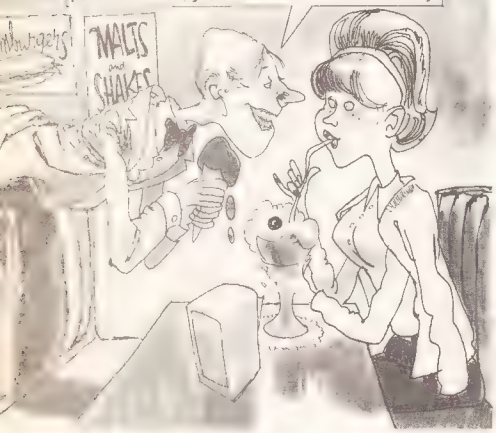
Hello, there! How'd you like to come back to **my place** and watch my **video tapes** of the **"Donny and Marie" show?**

OR

Would you happen to have a **button** to match the one I seem to have **lost** from my **polyester, double-knit suit jacket?**

OR

I don't want to come on **strong,** but I'd like your **Dad's permission** to **see you** three weeks from next Saturday!



. . . A GIRL AT A PUNK ROCK CONCERT . . .

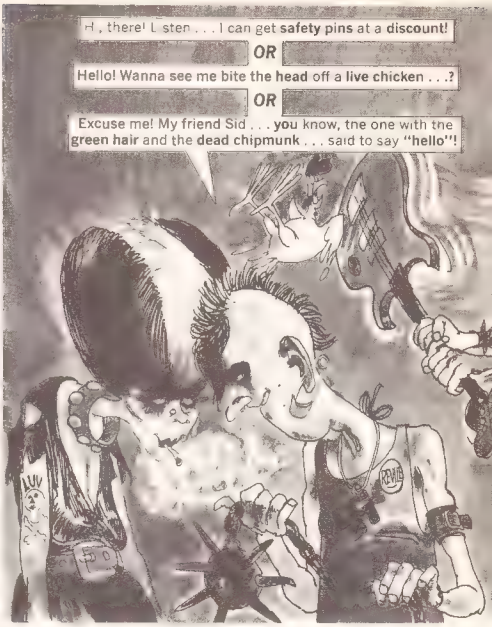
H , there! L sten . . . I can get **safety pins** at a **discount!**

OR

Hello! Wanna see me bite the **head** off a **live chicken . . .?**

OR

Excuse me! My friend Sid . . . **you** know, the one with the **green hair** and the **dead chipmunk** . . . said to say **"hello"!**



. . . A REAL LAID-BACK AND SPACED-OUT SOUTHERN CALIFORNIA SURFING CHICK . . .

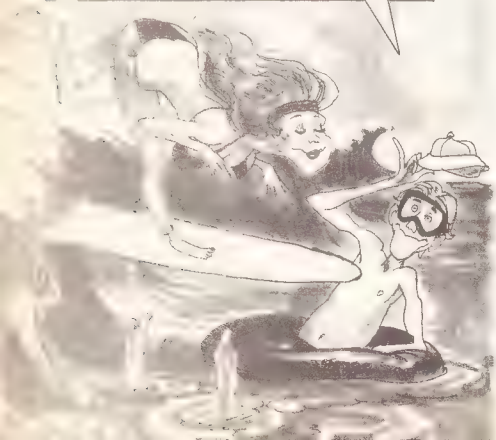
Hi! I mean, like, **oh, wow . . .!** I mean, like, **here's the thing . . . okay?** I mean, like . . . do **you** have the **right time?**

OR

Hey, babe . . . is this the **Atlantic . . .** or the **Pacific . . .?**

OR

Hi, there! Listen . . . what **time** does this ocean **close . . .?**



. . . A GIRL AT A COUNTRY-WESTERN BAR . . .

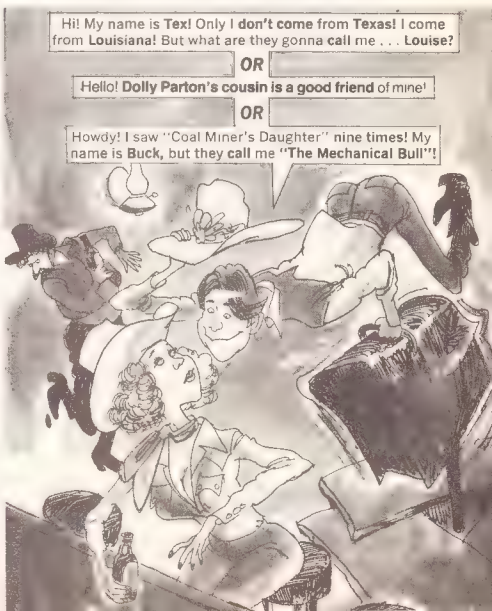
Hi! My name is **Tex!** Only I **don't come** from **Texas!** I come from **Louisiana!** But what are they gonna **call** me . . . **Louise?**

OR

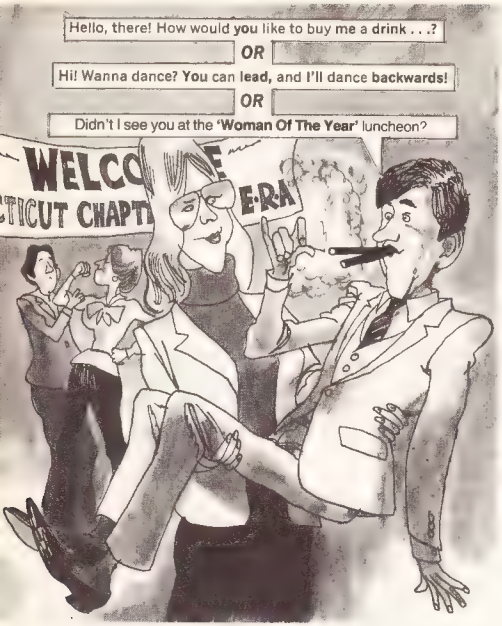
Hello! **Dolly Parton's cousin** is a **good friend** of mine!

OR

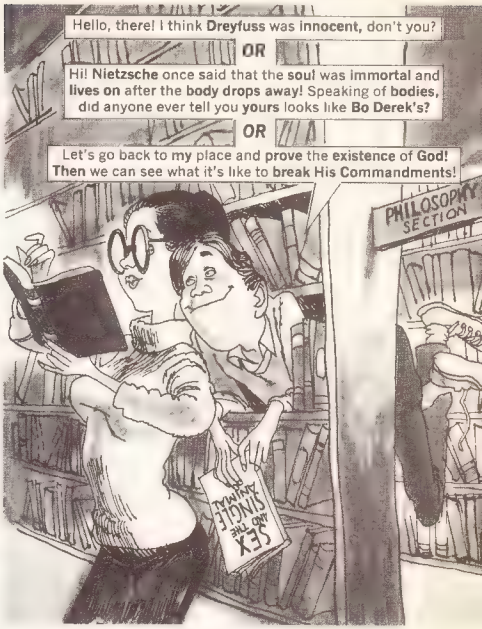
Howdy! I saw "Coal Miner's Daughter" **nine times!** My name is **Buck,** but they **call** me **"The Mechanical Bull"!**



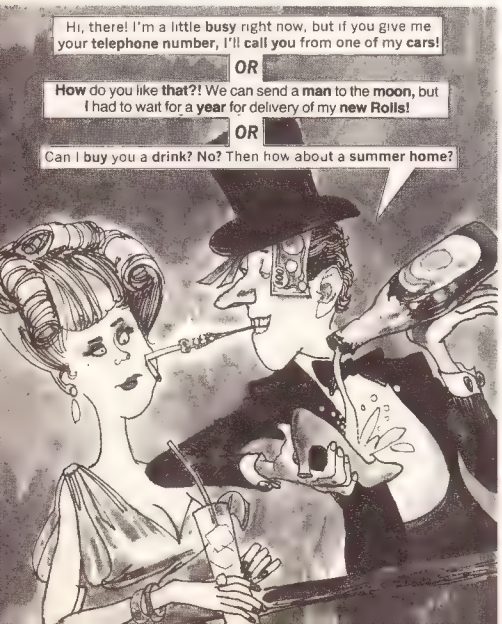
. . . A DEDICATED WOMEN'S LIBBER . . .


Hello, there! How would you like to buy me a drink . . .?
OR
Hi! Wanna dance? You can lead, and I'll dance backwards!
OR
Didn't I see you at the 'Woman Of The Year' luncheon?
WELCO E
TICUT CHAPT
E-R-A

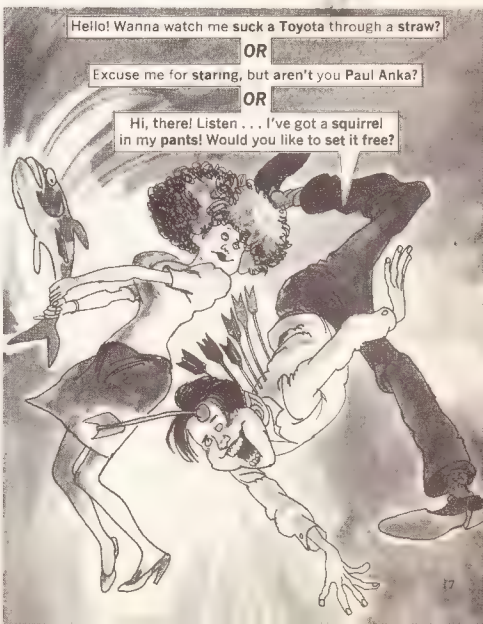
. . . AN OBVIOUS INTELLECTUAL TYPE . . .


Hello, there! I think Dreyfuss was innocent, don't you?
OR
Hi! Nietzsche once said that the soul was immortal and lives on after the body drops away! Speaking of bodies, did anyone ever tell you yours looks like Bo Derek's?
OR
Let's go back to my place and prove the existence of God! Then we can see what it's like to break His Commandments!
PHILOSOPHY SECTION
SEX AND THE SINGLE ANIMAL

. . . A GIRL LOOKING FOR A RICH HUSBAND . . .


Hi, there! I'm a little busy right now, but if you give me your telephone number, I'll call you from one of my cars!
OR
How do you like that?! We can send a man to the moon, but I had to wait for a year for delivery of my new Rolls!
OR
Can I buy you a drink? No? Then how about a summer home?

. . . A GIRL AT A "STEVE MARTIN" CONCERT . . .


Hello! Wanna watch me suck a Toyota through a straw?
OR
Excuse me for staring, but aren't you Paul Anka?
OR
Hi, there! Listen . . . I've got a squirrel in my pants! Would you like to set it free?

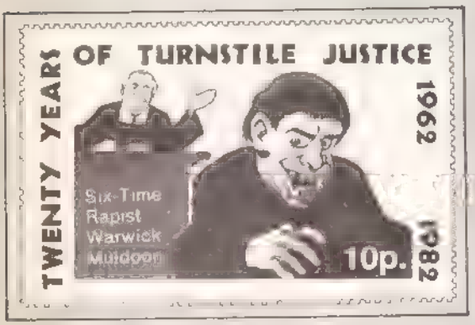
POST ROASTIES DEPT.

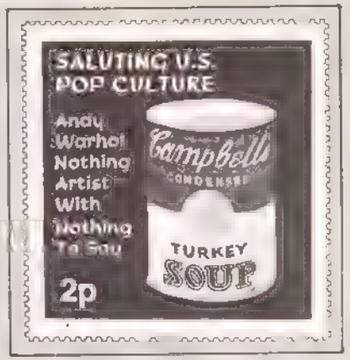
We can count on all Postal Services for many things like slow deliveries, inflationary postage rates and long queues at the Post Office windows. And we can also count on the Postal Service's to continue issuing those boring Commemorative Stamps that totally ignore anything that's controversial or really important. Maybe some day, they'll come out with —

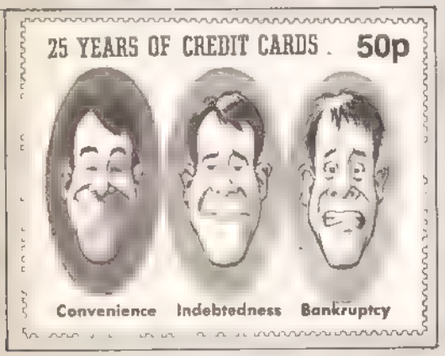
COMMEMORATIVE STAMPS

That Tell It Like It Really Is

ARTIST: BOB CLARKE WRITER: FRANK JACOBS



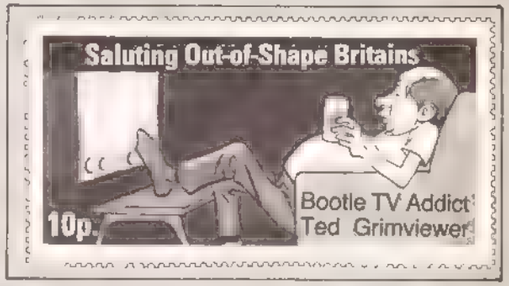




5th ANNIVERSARY
OF OUT-OF-SIGHT
FUEL BILLS

30p

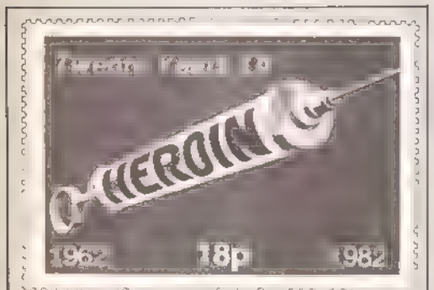
Frozen Blue

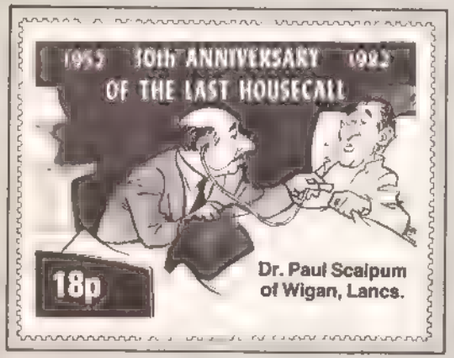


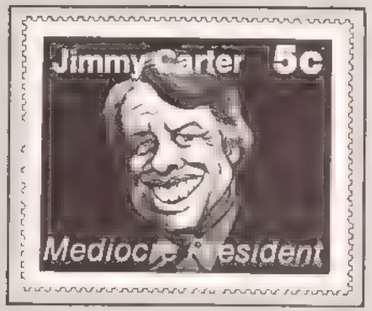
HONORING
U.S.
MARIJUANA
IMPORTERS

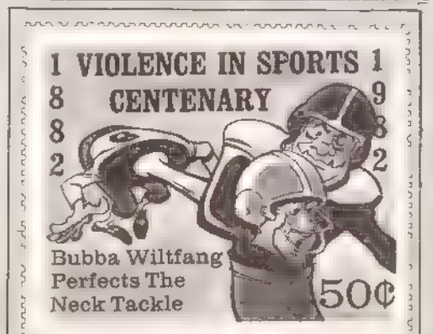
18¢

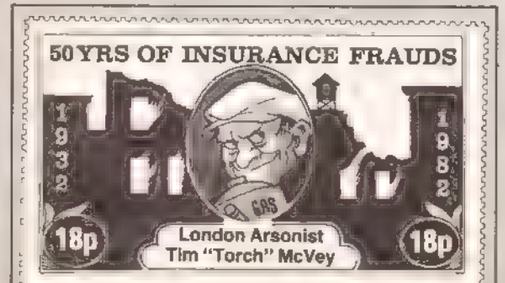
Acapulco Gold







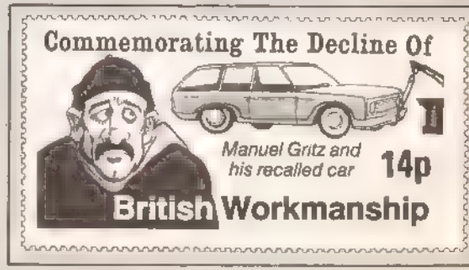




SALUTING
BRITAIN'S
COUNTRY
CLUBS

10p

Lily White



Recently, we asked one of our idiot artists to do a drawing of a Video Games Center. Unfortunately, he didn't do a very good job. In fact, he made a lot of mistakes...20 in all! Now it's up to you to find them. Which is why we're asking:

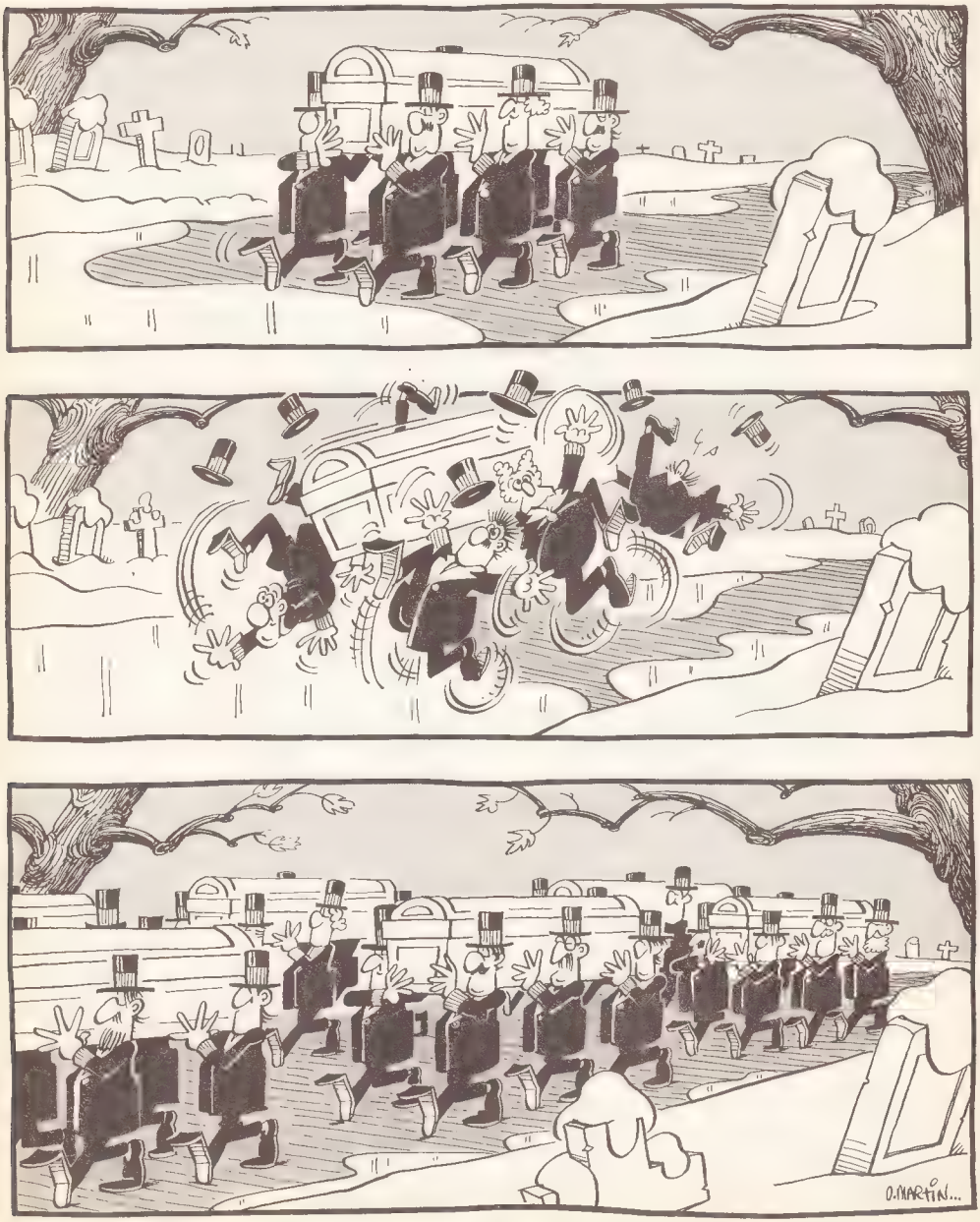
HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE?

ANSWERS

1. The teenager isn't playing a game because his parents forbade him to spend any more money in here
2. The guy who has to go to the bathroom is actually leaving the game to go to the bathroom
3. There is an "Out Of Order" sign on a game that's out of order
4. The owner of the Video Game Center is reporting all of his cash income
5. The Game Center Manager is actually exercising his right not to admit undesirables
6. The guy calling home is not telling his parents that he's "studying in the library."
7. The guy who ran out of money is not bumming from his friends
8. The Mafia does not own any of these Video Game Machines
9. The guy's not being humiliated by his friends for his low game score
10. The guy who lost his quarter in a game is lodging a formal complaint instead of destroying the machine
11. The person who didn't receive his change from the vending machine is getting reimbursed
12. The player had a good time playing "Pong," even though he lost
13. The guy with the empty candy wrapper is looking for a trash can to throw it into
14. The change-making machine is not out of change
15. There are girls in here
16. The "Instructions For Playing The Game" is clear and comprehensible
17. The guy is more interested in his date than he is in the video game
18. The student is not cutting classes to play the games
19. The man in the suit and tie is not a Truant Officer
20. This guy has decided to stop playing the games because he wants to save his last fifty pence to buy MAD.

ARTIST: MORT DRUCKER
WRITER: CHRIS HART

ONE FREEZING DAY IN A CEMETARY



From the makers of "Superman – The Movie" we had "Superman 2"; from the makers of "Superman 2" we're promised "Superman 3" and a spin-off . . . "Supergirl"? – who knows where it will end . . . "Superboy"? "Superdog"? "Superfruitbat"? MAD Magazine can now reveal that the last in this long line of super-epics will be . . .

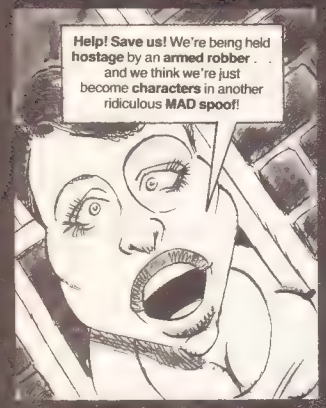
SUPERDUPEDMAN 20

Still A Man Of Steel?

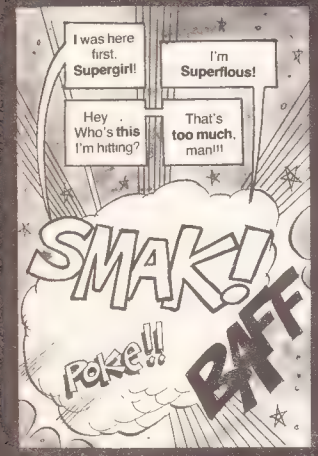
ARTIST: DAVE STOTEN

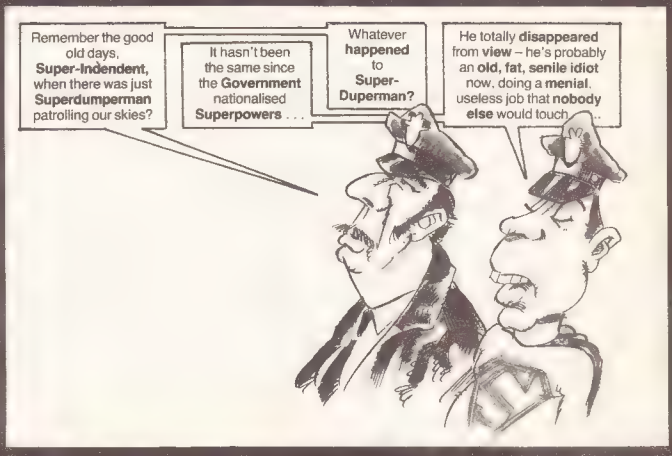
WRITER: NEIL BAILEY

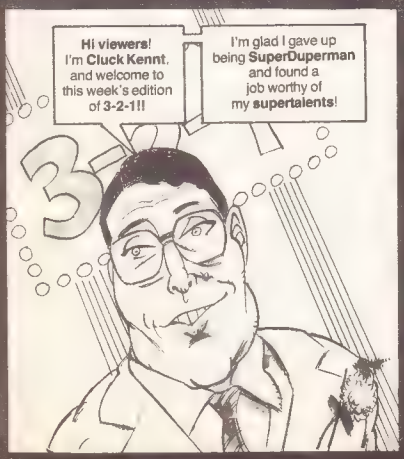
Okay – this is a **hold-up!** If **nobody** moves, **nobody** gets hurt
He says he's taking all **the money** from **the bank** to finance a **revolutionary militant cause** that threatens **all** our **lives** . . .
What militant cause? **Black September? The I.R.A.? The P.L.O.?**
Worse **Breakfast TV!!!**
THIS IS NOT A BLOOP BANK!
The **crime** in this country is **terrible**: my husband was **shot dead** yesterday, **I've** been mugged **four times** this week, my **solicitor** has just been **jailed** for **bribery** and **corruption**, and my **daughter's** been **raped** by a **mad** psychotic **killer!**
Darn it! there go **all our plots** for the **next series!!**
YOUR MONEY IS SAFE WITH US
I LUV MY MAMA
TALES OF THE RIVER BANK
IN CASE OF INFLATION BREAK GLASS
I've seen you . . . you're **Elephant Man** . . . save us from the bankrobber **'Elephant Man'!**
Save **you?** I've got all the **powers** of an **elephant** . . . what do you expect me to do? **Stampede** all **over him??!!**
He's going to **take** all our **money!** The **penny-pinching selfish, meddling idiot!**
I agree . . . that **bank robber** is part of the **malaise** that plagues **modern society.**
What bank robber? **I'm** talking about the **Chancellor** of the **Exchequer!!**
INFLATION
DICK TARTIN WOZERE
BUDGET
SNAKE
SNAKE
LIQUID ASSET
DAVE STOTEN

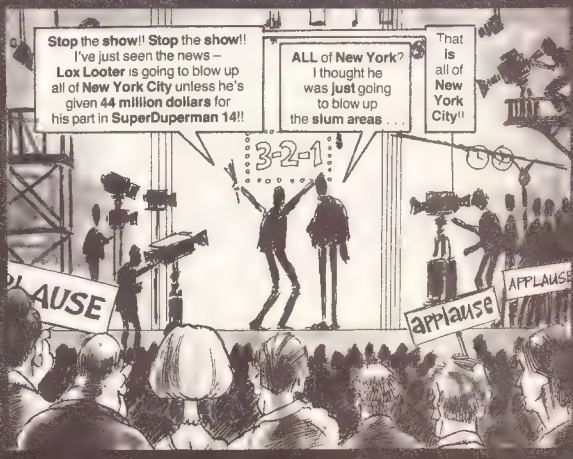

Help! Save us! We're being held hostage by an armed robber . . and we think we're just become characters in another ridiculous MAD spoof!

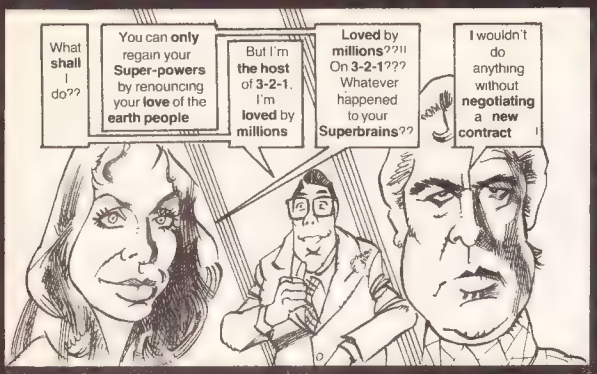
I'll save you . I'm Supergirl!
No, I . . . Superboy, will save you!
No – Supercarsalesman is the man for this job!
You're all wrong – this is a job for Superbrat!!
SALESMAN OF THE YEAR

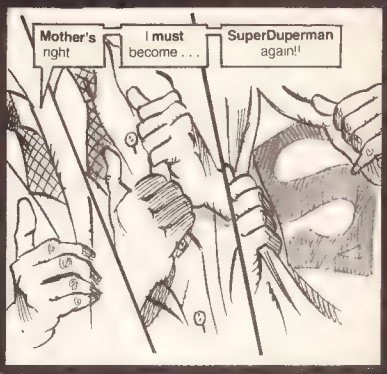

I was here first. Supergirl!
I'm Superflous!
Hey . Who's this I'm hitting?
That's too much, man!!!
SMAK!
BAFF
Poke!!


Remember the good old days, Super-Indendent, when there was just Superdumperman patrolling our skies?
It hasn't been the same since the Government nationalised Superpowers . . .
Whatever happened to Super-Duperman?
He totally disappeared from view – he's probably an old, fat, senile idiot now, doing a menial, useless job that nobody else would touch . . .

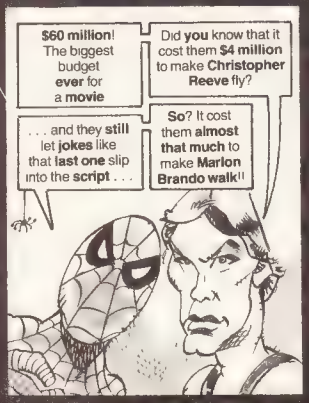

Hi viewers! I'm Cluck Kennt, and welcome to this week's edition of 3-2-1!!
I'm glad I gave up being SuperDuperman and found a job worthy of my supertalents!
3-2-1

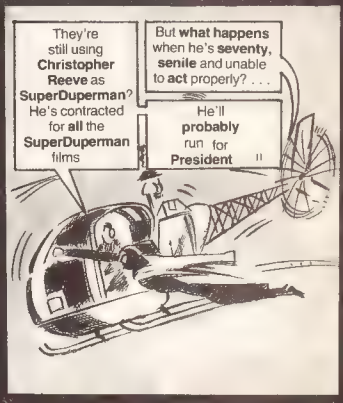

Stop the show!! Stop the show!! I've just seen the news – Lox Looter is going to blow up all of New York City unless he's given 44 million dollars for his part in SuperDuperman 14!!
ALL of New York? I thought he was just going to blow up the slum areas . . .
That is all of New York City!!
3-2-1
applause
APPLAUSE

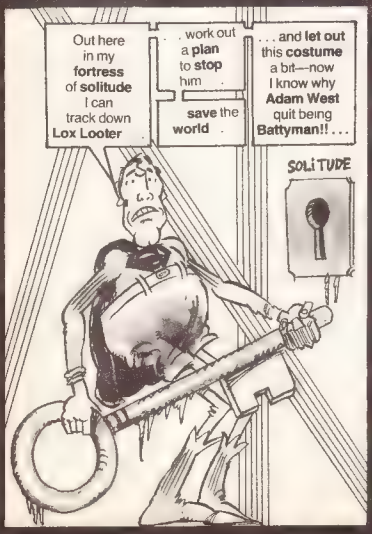

What shall I do??
You can only regain your Super-powers by renouncing your love of the earth people
But I'm the host of 3-2-1. I'm loved by millions
Loved by millions??!! On 3-2-1??? Whatever happened to your Superbrains??
I wouldn't do anything without negotiating a new contract


Mother's right
I must become . . .
SuperDuperman again!!

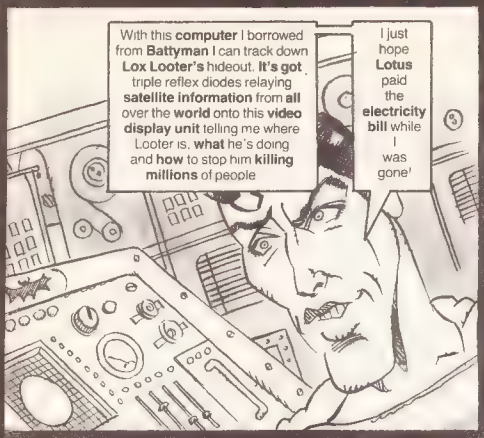
Look! Up there! Is it a bird? Is it a plane?
It's a bird.
SHPLAT!!

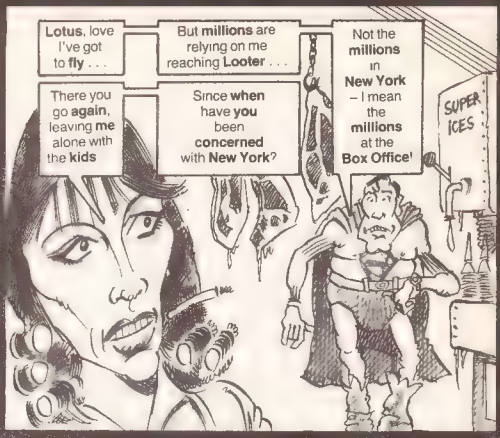

$60 million! The biggest budget ever for a movie
Did you know that it cost them $4 million to make Christopher Reeve fly?
. . . and they still let jokes like that last one slip into the script . . .
So? It cost them almost that much to make Marlon Brando walk!!

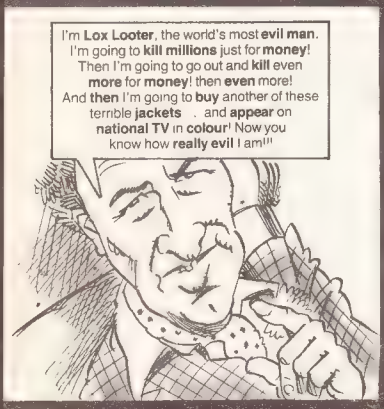

They're still using Christopher Reeve as SuperDuperman? He's contracted for all the SuperDuperman films
But what happens when he's seventy, senile and unable to act properly? . . .
He'll probably run for President !!

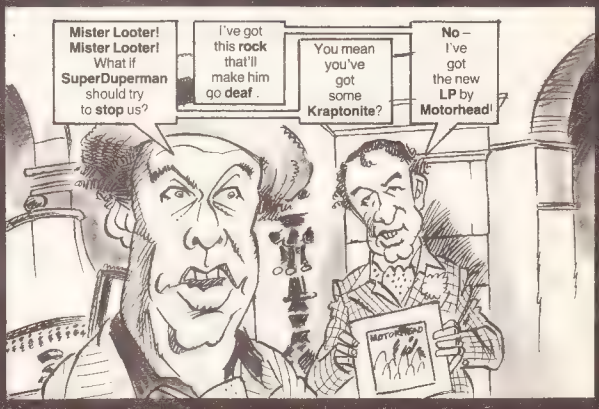

Out here in my fortress of solitude I can track down Lox Looter
. . . work out a plan to stop him . save the world .
. . . and let out this costume a bit—now I know why Adam West quit being Battyman!! . . .
SOLITUDE

Uh Oh . Lotus! I'd forgotten all about her!!
And where do you think you've been for the past five years? – down the pub with your mates. I'm sure, – don't worry about me and the Superkids – mother was right, you're a good-for-nothing layabout! Some SuperDuperman you are – been living a life of wine, women and song, no doubt . . .!!
But Lotus, I've been hosting 3-2-1 . . .
3-2-1? You can't even get yourself a decent job


With this computer I borrowed from Battyman I can track down Lox Looter's hideout. It's got triple reflex diodes relaying satellite information from all over the world onto this video display unit telling me where Looter is, what he's doing and how to stop him killing millions of people
I just hope Lotus paid the electricity bill while I was gone!

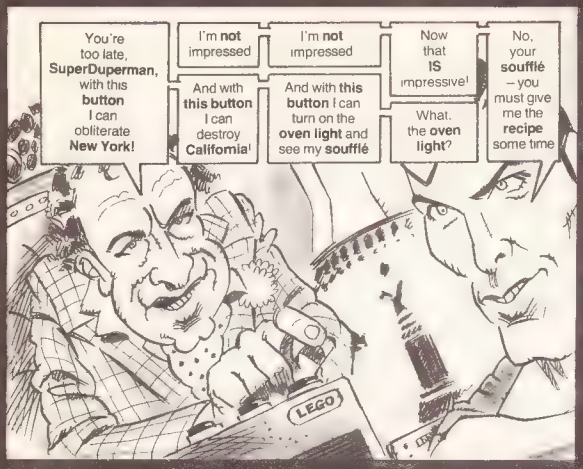

Lotus, love I've got to fly . . .
But millions are relying on me reaching Looter . . .
Not the millions in New York – I mean the millions at the Box Office!
There you go again, leaving me alone with the kids
Since when have you been concerned with New York?
SUPER ICES

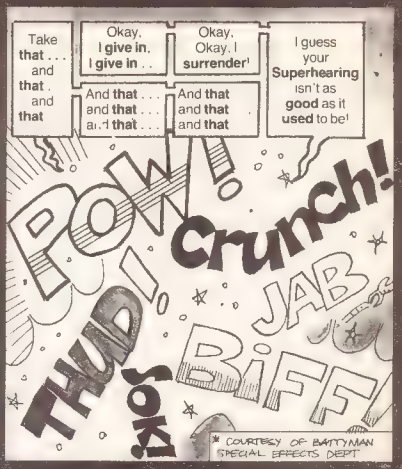

I'm Lox Looter, the world's most evil man. I'm going to kill millions just for money! Then I'm going to go out and kill even more for money! then even more! And then I'm going to buy another of these terrible jackets . and appear on national TV in colour! Now you know how really evil I am!!!


Mister Looter! Mister Looter! What if SuperDuperman should try to stop us?
I've got this rock that'll make him go deaf .
You mean you've got some Kraptonite?
No – I've got the new LP by Motorhead!
MOTORHEAD

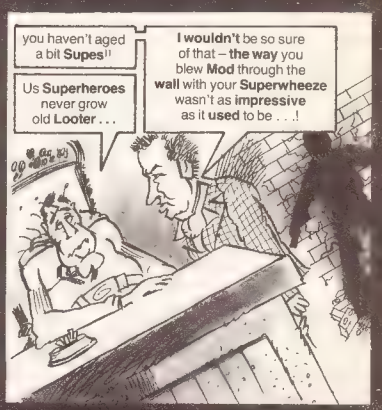
Isn't it devilishly evil, Onus? In five minutes I'm going to kill everyone in Manhattan – all the children, film stars, accountants . .
muggers, rapists, arsonists, murderers . . .
Mmmm . . . maybe I'm not as evil as I thought

Okay Looter, hold it right there!
It has been a long time hasn't it Lox? . .
SuperDuperman! After all these years . . .
You still break down the wall instead of using the door!!
CRUNCH!

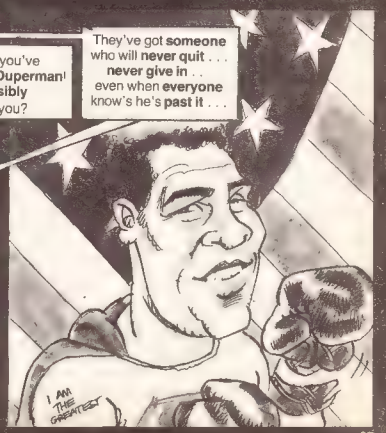

You're too late, SuperDuperman, with this button I can obliterate New York!
I'm not impressed
I'm not impressed
Now that IS impressive!
No, your soufflé – you must give me the recipe some time
And with this button I can destroy Califomia!
And with this button I can turn on the oven light and see my soufflé
What, the oven light?
LEGO


Take that . . . and that . and that
Okay, I give in, I give in . .
Okay, Okay, I surrender!
I guess your Superhearing isn't as good as it used to be!
And that . . . and that . . . and that . . .
And that and that and that
POW!
crunch!
JAB
THUD!
BIFF!
SOK!
* COURTESY OF BATTYMAN SPECIAL EFFECTS DEPT.

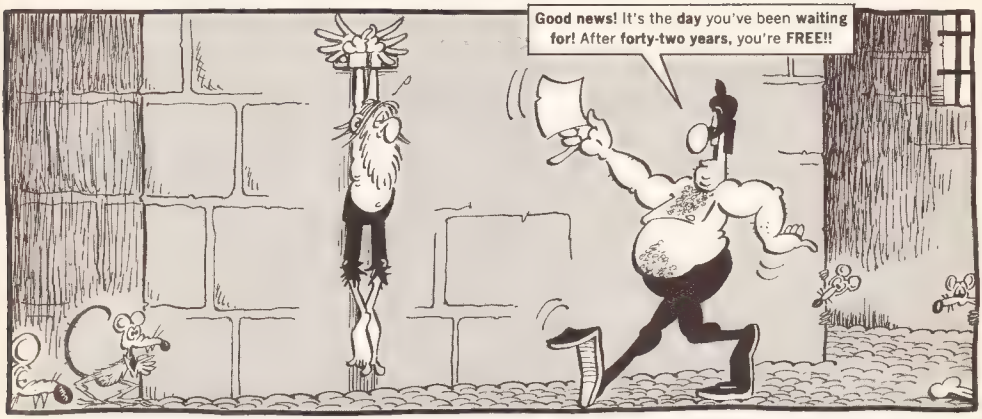
I'm not beaten yet – you've still got to beat General Klodd – my ally from the Phantom Zone!
Klodd! I thought I'd killed you in sequel eleven!
So did I – but a wonder cure saved me . . .!
What . . a new asprochemical from I.C.I.??
No . . . a $20,000 contract from Warner Bros!!
I'VE GOT MORE MANA THAN MING!

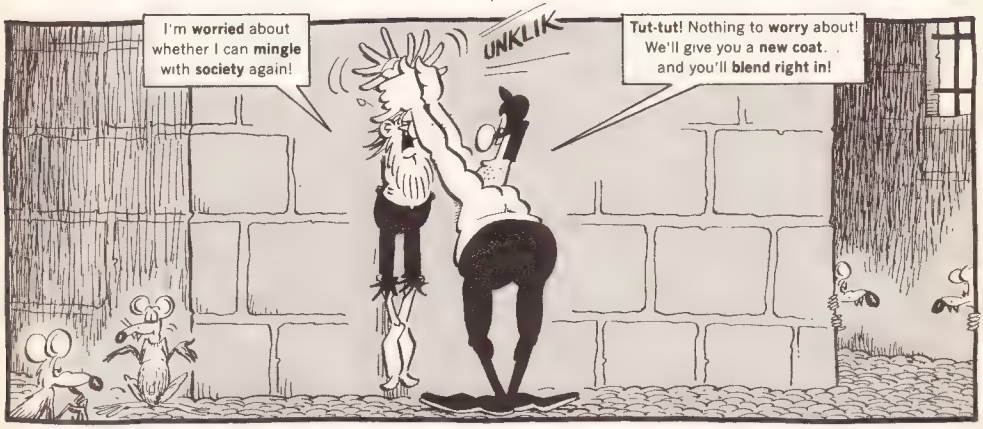

you haven't aged a bit Supes!!
I wouldn't be so sure of that – the way you blew Mod through the wall with your Superwheeze wasn't as impressive as it used to be . . .!
Us Superheroes never grow old Looter . . .

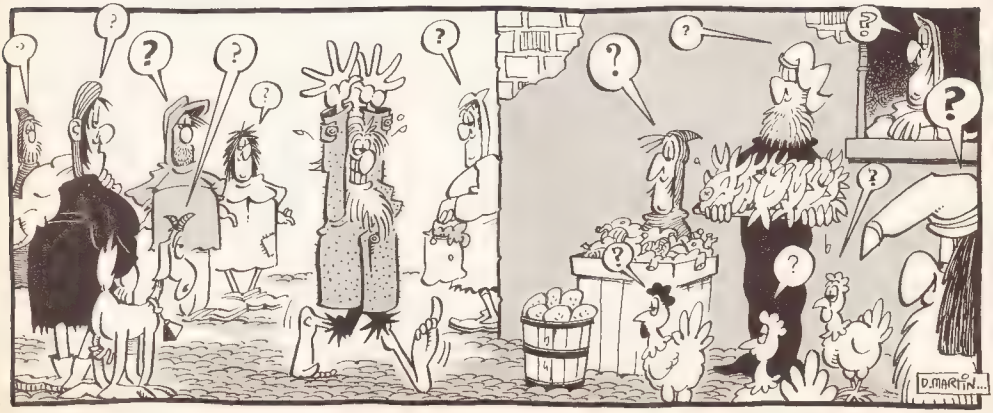
I've defeated your cronies, Looter . . . admit you're beaten – take off your wig again!
Never! Not while there are more sequels planned!
There'll be no more sequels – I'm quitting whilst I'm ahead!!!
Quitting?? But you've always been SuperDuperman! who could possibly 'Super'-cede you?
LEGO


They've got someone who will never quit . . . never give in . . even when everyone know's he's past it . . .
I AM THE GREATEST

ONE HAPPY DAY IN THE DUNGEONS




I'm worried about whether I can mingle with society again!
UNKLIK
Tut-tut! Nothing to worry about! We'll give you a new coat. . and you'll blend right in!



PREP TALK DEPT.

Suppose you had a TV show starring four teenage girls who lived together in a prep school dormitory and blabbed about their social lives, their day to day problems and other dull trivialities. And then, whenever there was a blessed lull in the conversation, you'd have them pretend they were Les Dawson, and exchange one-liners. And then, without even waiting for a lull in the conversation, you'd bring in some windy "parent figure" to express her views on manners and morals in ten thousand words or more. What would you have? Well, for one thing, you'd have a U.S. SitCom that leaves its audience with tired eardrums after spending thirty minutes being bombarded by:

the Yaks of Life

ARTIST: ANGELO TORRES WRITER: TOM KOCH

Hi! I'm Nutalie! I hope my grades are good enough for Beastland! I flunked History and Maths in junior school, but I led my class in Compulsive Overeating!
Funny! FUN-NY!! We can USE your type here, Lardo!
Hi! I'm Moe! I'm from da Bronx, an'—
A preppie from the Bronx!! I LOVE it!!
I'm Tootise, and I'm...
Wait! Don't tell me what your schtick is! Let me guess! I'll bet you're BLACK!!
Gee, Mrs. Ferret... why does Beastland have all these IDIOTS on its Board of Admissions?
I didn't say Board of Admissions, Tootsie! I said Board of "AUDITIONS"!! It's the Network's way of filling the school with off-beat kids who'll keep the laugh machine giggling!
My ancestors came over on the Mayflower! I have social connections! And our family income makes Daddy Warbucks look like a welfare case!
Well... I guess that EVERY fashionable prep school has to have ONE misfit! We'll give you a try-out, Kid!
BEASTLAND SCHOOL FOR GIRLS
REGISTRATION OFFICE
REGISTER HERE
GOODYEAR
NAALP
BEASTLAND
MEMO: GET SILVERMAN !!
WE'D RATHER BE WRONG THAN WRITE
IMPORT CARD
IDEA BANK CO.
ROCKFORD'S FILES THESE AIN'T!!
DEGREES FOR SALE
29

The Beastland tuition is $14,000 a term! Just sign this contract, Tubby!
Oh, gee, look...! I broke the point on your pencil!
Ah-hah! Destroying school property!! To pay for that, you kids will all have to go to work in the Dining Hall!!
SNAP
Every morning, you'll mop the floors! And then you'll scrub the pots and pans—
And just how long must we do this—this Coolie labor!?
Until you've either worked off your debt... or Beastland is forced to close when somebody finally notices that we don't have any classes or teachers!
I don't get it! If our folks are rich enough to send us to this fancy prep school, how come we have to do K.P. to pay for one lousy thing we broke...?
To quote our school's revered motto, "Never question the unbelievable!" Actually, they want you to work in the Dining Hall so I can become the warm parent figure you never had!
With your shape you remind me of the dachshund I never had!
K.P. IS FOR LOVERS
PALE HORSE PAIL RIDER
I'm just thrilled to be starting my education at Beastland, so I can train for a better job than my Mom held for twenty years!
What did your Mother do...?
She worked in a restaurant, folding napkins and polishing silverware!
Good news, girls! The school picnic is next Sunday! Your parents will come, and each of you can also invite a date from Freebish Academy!
Boys?!? That's terrific! I'll invite Dink E. Warburton III, the gorgeous blond star of Freebish's basketball team!
I'll stay in my room! I'm too fat to get a date!
I'm too butch to get a date!
I'm too shocked to get a date—because this is the first time I ever heard of a school with a WHITE guy on its basketball team!
PROPERTY OF THE NY JETS
Oh, girls! You mustn't stay away from the picnic because you think you're not good enough to get dates! It's time for a comforting talk!!
Oh, no!! Here comes one of these touching moments when she buries us in motherly wisdom! I'll go get the barf bags!
THIS WAY OUT

Dare to be great! Set your eyes on the far horizons! Win one for the Gipper! Just imagine where I'D be today if I'd lost my self esteem!
BARF BAG
Where DO you suppose she WOULD be today if she lost her self-esteem??
Beats me! If there's any job more lowly than fixing three meals a day for a bunch of spoiled brats in this place, I can't think of it!
Blah, maybe you can fix Nutalie and Moe up with dates! You must know some boys at Freebish Academy!
Sure! They're all listed in my "Slam Book"! That's where I write my secret impressions of every guy I've ever met! So... do you want Nosehairs Pitner, Bucktooth Bigelow, or Pulsing Pimples Flekney?
Blah, you should be ashamed! Only a cold conceited snob would notice people's ugly features and ignore their inner beauty!
You're right!! Just because I'm gorgeous, I shouldn't look down on the less fortunate! Thanks for setting me straight, Gopher Face!
It must be almost dinnah time! I can smell the liver and onions burning!
Why does Mrs. Ferret feed us such awful yecchy glop?
I'll give ya a hint! Y'see all those vending machines where we have to buy extra food to keep from starving?
Yeah... ! What about them?
I'll give ya ANOTHER hint! Guess who OWNS them?
PASTRIES
Sodas
Clearasil
Why do we always wind up getting ready for bed at the same time?! And who'd build a dormitory that only has one bathroom with one sink in it?
Probably an Architect who loves to hear insult jokes! All this over-crowding is made to order for our style of humor!
Watch it! Your hair dryah is makin' my MOUTH WASH harden!!
That's because you're trying to gargle with nail polish, Dummy!!
See...?! THAT's the kind of clever material we'd lose if we had separate bedrooms!
NAIL POLISH
STP
Is it ALSO humorous for us to be sleeping in a crowd?!?
Not particularly! Beastland just happened to inherit this bunk bed from "Leave It To Beaver" after it was cancelled in 1965 for being too slow-paced, juvenile and boring!
Really?!? I didn't know TV had higher standards in 1965 that it does now!
31
ZZZZZ

No wonder we didn't get any sleep!! Tootsie played RECORDS half the night!
So?!? Stereotyped Black kids always listen to Aretha Franklin at full volume until two A.M. in the morning! It's supposed to be part of our cultural heritage!
Now, now, girls! Don't squabble! You're probably a little on edge from too much caffeine! You should try Swanka brand decaffinated coffee... heh-heh!!
Hey! What's HE doin' here?!?
Don't worry about it! Sooner or later, he turns up everyplace!
I've finished the menu for the Parents' Day Picnic! The main course will be chocolate chip cookies with caramel sauce!
That's terrible nutrition! You're already a short, dumpy little kid! You want to grow up to be a short dumpy little woman?
No, she wants to grow up to be just like YOU!!
Here's the date you asked me to get for Moe, Mrs. F.! His name is Bosco! He has an I.Q. of 40, a personality like a gold fish and his feet smell!
I warned you before, Blah! You shouldn't talk that way about a person right in front of his face!
Oh, that's not his face! It's a Halloween mask! I had him wear it 'cause I was afraid Moe wouldn't think he was cute enough to go out with if she saw his real face!
A poor unfortunate like Bosco often has a hidden radiance just waiting to blossom forth when we cultivate it with patience and understanding!
I hope this doesn't mean you're planning to make him listen to one of your motherly lectures! He looks even worse when he's retching!
Then... after the picnic, I'll bring out the bottle of booze that I keep hidden under my mattress for special occasions!
You... you're inviting me to your ROOM?!? Wow! I'm even more desirable than I thought!
Don't flatter yourself, Freak! Any guy would look good to a woman who's been isolated for weeks with a schoolful of swarmy little broads!
Blah... guess what!? I got me a date for the picnic!
Marvy! Is he a big man on campus at Freebish Academy...?
No, he's a big man on CHAMOIS at Rudy's Car Wash! Or did you forget that on TV, I'm only allowed to date Black guys!?

With all the time you've spent getting dates for the Parents' Day Picnic, I hope you haven't forgotten to invite your PARENTS to it as well!
Aw... we're not going to invite them! They'd be too busy to come!
Yeah! They never would have stashed us in this crummy boarding school if they'd had time for us!!
WEIGHT WATCHERS

You mustn't think such things, or you'll grow up warped, Nutalie!
As you mature, thus becoming an older person, there is one vital fact I want you to always remember! Every parent was once somebody's mother or father!

What's Mrs. Ferret talking about!
It's really nothing! We've come to the weekly segment where we knock off with the jokes and deal in some serious issues facing teenagers!
Okay... so what's this week's serious issue?
I already TOLD you! It's REALLY NOTHING!

Regardless of how you feel about it now, your parents will always be your most immediate forebearers!
And in addition, they are forever bound to you by being children of your grandparents!

As you wander through life, cherish the fact that George Washington was the father of our country! Also that necessity is the mother of invention! But on the other hand, your heart belongs to Daddy! All of which proves just how important parents really are!
All right!! You win!! We'll invite our parents to the picnic!! Just have mercy and stop with the cliches!!

We made our parents come, just like you browbeat us into doing, Mrs. F.! But, before you meet them, there's one thing you ought to know!!
We didn't hesitate to invite our folks because we really thought they hated us! It was more because we knew YOU'D hate THEM!!
Me...?! Hate your parents?
Where would you ever get a silly idea like THAT?!
BEACHLAND SCHOOL PICNIC
WELCOME BOYS AND PARENTS
(ESPECIALLY BOYS)

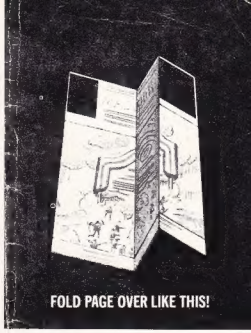
You'll see! Meet my Dad, the raunchiest cop at the raunchy Swill Street Police Station... where he's always voted "Worst Dressed Man Of The Year"!
Greetings, Hairball! Too bad if the cigar bothers you! Usually, my garlic breath is so strong, people don't even notice that I'm smoking!
You insisted, Mrs. Ferret, so here are my parents! You can call them George and Louise! Oddly enough, the short one with the high voice is George!
If YOU'RE with the PO-lice, it's no wonder I've had so many stick-ups at my cleaning shops!
Grrrrr! I oughta crush your head like a grape, Scum-bucket!!
I suggest that you idiots shut up... otherwise I'll buy up all of the property around here... just so I can have you legally thrown off it!
I'd hoped you'd never find out, but this crumb is my father! He calls himself "J.R."! I wouldn't repeat what other people call him!
Last, but far from least... meet the fatherly tub of lard from whom I inherited my forty-six-inch waistline!
Don't be so modest, Child! You inherited ALL of the charmin' Hogg characteristics! You're also short, buffoonish an' ugly!
Despite my generous contributions, Mrs. Ferret, I see the school still hasn't named its library after me! I could have the entire faculty flogged for that, you know!
What about it, Sister? Did you and the other school Turd Brains welsh on a deal ...like Dog Breath says?
Speaking of libraries... did I tell you I don't use one anymore! I'm doing so well, I bought my own book!
That's nuthin'! Listen to this, Li'l Lady! Back home, nobody goes to the library 'cause they're all downtown... watchin' Police Car accidents!
God help me! Let me out of this ZOO!
I'm only a simple, well-meaning buttinsky! How could I know that every obnoxious character on TV had fathered kids like you to carry on the family tradition?!
Never mind! Just sign this pledge to spare us any more of your cockamamy advice!
Otherwise, we'll take revenge by inviting our parents to come back for the school Christmas party!
Oh, no...! Please! I'll mind my own business!! I swear it!!
(NO DIET)
WHEN IN THE COURSE OF HUMAN EVENTS, WHERE WE FIND THESE TRAITS TO BE SELF EVIDENT

WHAT WOULD BE A VAST IMPROVEMENT ON "THE RIGHT TO BEAR ARMS"?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

To the chagrin of wildlife lovers everywhere, the Constitutional "right to bear arms" has been used by rifle club members and hunters as their excuse to possess the weapons necessary to carry on their slaughter. For a truly happy and unique MAD solution to the problem, merely fold in the page as shown at the right.



A FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"

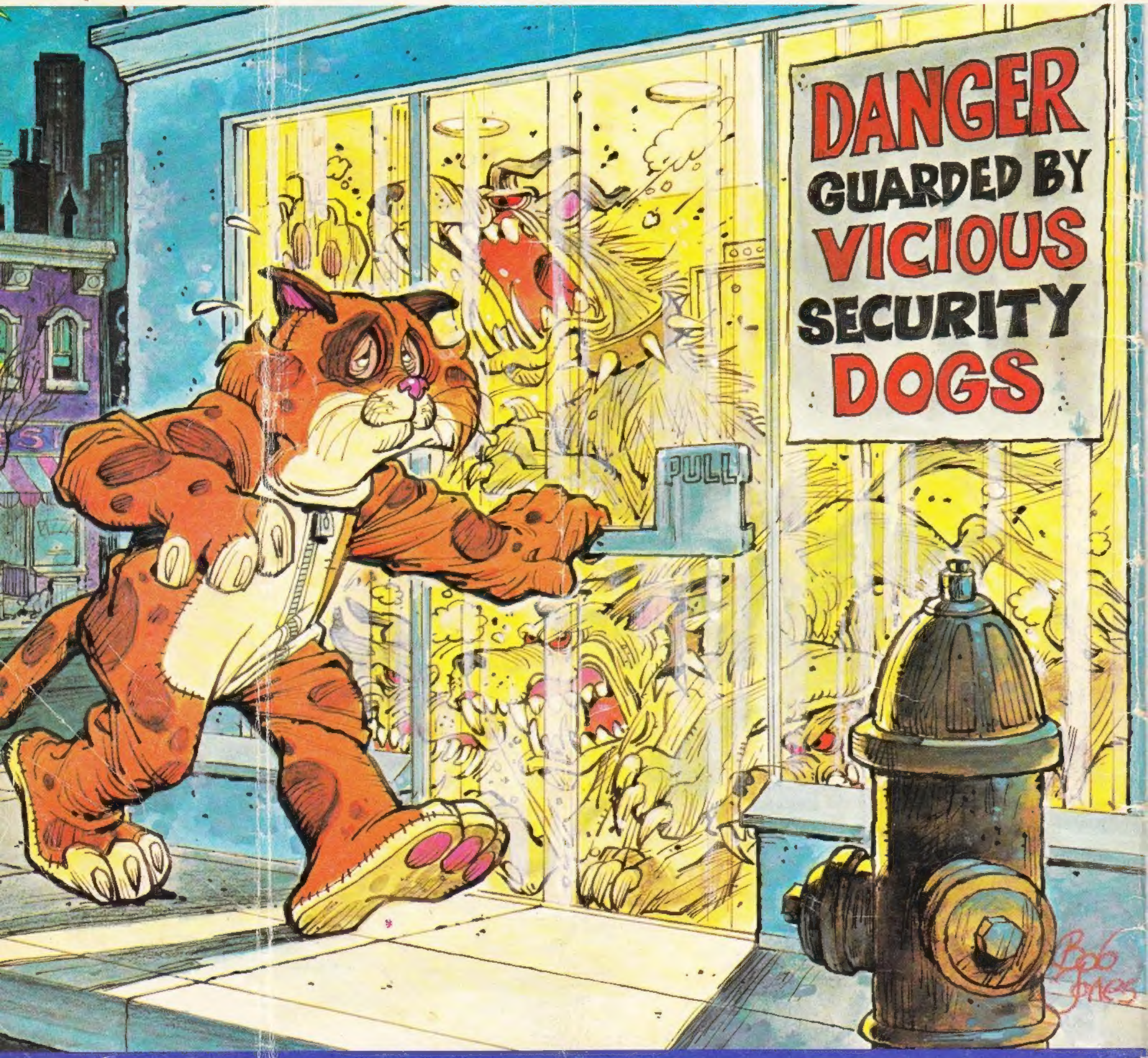
NATIONAL RIFLE ASSOCIATION OF AMERICA
ORGANIZED 1871
WELCOME TO THE
NATIONAL RIFLE ASSOCIATION'S
113TH FUND-RAISING SHOOT-OUT
All Proceeds Go To Our Washington Lobbyists For The Never-Ending Battle To Protect The Hard-Won Rights Of Our Nation's Gun Manufacturers To Make A Buck.
Jaffee

ARTIST & WRITER:
AL JAFFEE

THE RIFLE CLUB MEMBER AND HUNTER HAS BEEN TAUGHT TO FIGHT FOR THE RIGHT TO OWN HIS OWN FIREARM BECAUSE LOSING IT IS ONE OF HIS BIGGEST FEARS

A B

WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO MAD

AND HAVE THE NEXT 12 ISSUES MAILED DIRECTLY TO YOUR HOME!

MAD 44 HILL STREET LONDON W1X 8LB

I enclose £6.30*. Enter my name on your subscription list, and post me the next 12 issued of MAD Magazine.

NAME .....

ADDRESS .....

.....

.....P.CODE .....

*This subscription rate is for the United Kingdom and including Eire. Please note that payments from Eire must be made in U.K. Currency. Overseas subscriptions are £9.25 (Surface mail) or £19.00 (Air mail). Cheques should be made payable to Suron International Publications.